



CLUSTERS IN A  
CREATIVE ECONOMY  
New Agendas for Companies and Policy Makers  
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## **Developing Clusters in Cultural and Creative Industry: a Tool for Development and Partnership**

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Cultural heritage, creativity and people's talent are abundant raw materials for creating jobs, generating income, contributing to sustainable economic development. However, cultural and creative production is generally fruit of individual talent and takes the form of individual and isolated, often small-scale, businesses. To ensure access to profitable markets and integration into local and global production and retail value chains requires reaching a critical mass and sufficient economy of scale. Therefore, the cluster approach represents a great opportunity to link together cultural and creative producers and resources. By nurturing creativity and fostering innovation that are rooted in each country's respective cultural heritage and creativity talents, SMEs can be strengthened and their economic performance enhanced. Examples will be shared of how fostering entrepreneurial cooperation in cultural and creative industries, making SMEs to benefit from collective efficiency gains through the promotion of promising cluster initiatives, can contribute to achieve higher level of competitiveness and inclusive and sustainable growth.

**TCI 2015 Secretariat**

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